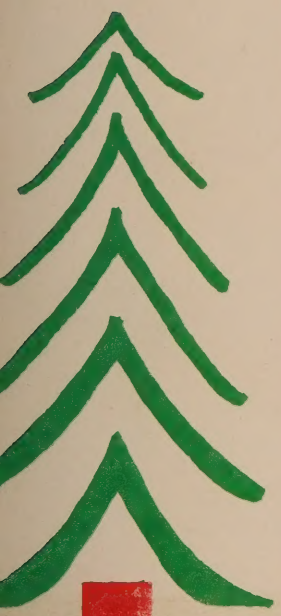
College Radio



December, 1967

Voice Of A Great Industry

Model 635A Dynamic Microphone $82.00 List. (Normal trade discounts app

How can a microphone as good as the E-V Model 635 be made obsolete? By making it better! It wasn't easy. After all, professional sound engineers have depended on the 635 since 1947.

During this time, the 635 earned a reputation for toughness and dependability that was unrivalled by other omnidirectional dynamics. And internal changes through the years have kept the 635 well in the forefront of microphone design.

But now the time has come for an all new 635: the Electro-Voice Model 635A. It's slimmer, for easier hand-held use. Lighter, too. With a slip-in mount (or accessory snap-on Model 311 mount) for maximum versatility on desk or floor stands. The new, stronger steel case reduces hum pickup, and offers a matte, satin chromium finish perfect for films or TV.

The new 635A is totally new inside, too—and all for the best. A new four-stage filter keeps "pops" and wind noise out of the sound track, while guarding against dirt and moisture in the microphone, completely eliminating any need for external wind protection. Of course you still get high output (—55db) and smooth, crisp response. And you can still depend on the exclusive E-V Acoustalloy® diaphragm that is guaranteed against failure for life* (it's that tough)!

We expect to see plenty of the "old" 635's in daily use for years. But more and more, the new 635A will take over as the new standard. It's easy to find out why: just ask your E-V Professional Microphone distributor for a free demonstration in your studio. Or write us today for complete data. We'll be proud to tell you how much better the new Model 635A really is!

*The E-V Professional Microphone Guarantee: All E-V professional microphones are guaranteed UNCONDITIONALLY against malfunction for two years from date of purchase. Within this period, Electro-Voice will repair or replace, at no charge, any microphone exhibiting any malfunction, regardless of cause, including accidental abuse. In addition, all E-V microphones are GUARANTEED FOR LIFE against defects in the original workmanship and materials.

ELECTRO-VOICE, INC., Dept. 1271 CR
641 Cecil Street, Buchanan, Mich. 49107

Electro-Voice®
SETTING NEW STANDARDS IN SOUND

College Radio

DECEMBER, 1967
Vol. 5 — No. 3

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COLLEGE RADIO Magazine is published six times a year, in February, March, April, October, November and December, by the Intercollegiate Broadcasting System, Inc., (a non profit org.) Providence, R.I. Authors of articles are solely responsible for contents published and not CR or IBS.

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Annual Subscriptions $2.00 per year. Entered as Second Class matter at the Post Office in Bethlehem, Penna. Printed by ABC Printing and Photo-Offset, Inc., Bethlehem, Penna., U.S.A.

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ON THE COVER:

The staff of College Radio and IBS wishes our readers a Merry Holiday Season and the happiest of New Years.

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From the Editor . . .

FROM THE EDITOR

This month's issue of CR has two themes.

You'll note that we have a couple of features for your news department. Bob Jakielski has written a concise article about getting campus news and organizing your news department. And we have a chapter from David Dary's *Radio News Handbook* for you.

Make sure that your Business people take a good look at this issue. In addition to our regular Sales column, this issue has features on station forms and bookkeeping.

Convention time is just around the corner, and IBS is planning one of the biggest ever. Now is the time to start thinking about making the trip. More material is on the centerfold. Please cooperate by indicating your interest now.

Is your station fully using IBS services? IBS President George Eustis has a checklist for you on page 26.

NATIONAL NEWS

NEW IBS MEMBERS

The Intercollegiate Broadcasting System has welcomed four new member stations this past month:

WERD, Drew University, Madison, New Jersey 07940

KATS, Montana State University, Bozeman, Montana 59715

WAUR, Andrews University, Berrien Springs, Michigan 49104

WDBS, Duke University, Box 4742, Duke Station, Durham, North Carolina 27706

IRTF SCHOLARSHIPS

The International Radio and Television Foundation is awarding two $500 scholarships for the academic year 1968-69 in its 4th Annual Scholarship program.

The scholarships will be awarded to selected undergraduate or graduate student, majoring in advertising or communications, who have completed at least 4 semesters of undergraduate work. A 1000 word paper must be submitted on the topic "The Value of Broadcast Freedom", "The Democracy of Choice in the Broadcast Rating System", or "Fundamental Similarities and Differences of Radio and TV Today."

For more information on other requirements and application forms and proceedure, contact:

Mr. Robert H. Teter
Chairman, Scholarship Committee
International Radio & Television Foundation
420 Lexington Avenue
N.Y., N.Y. 10017

The U.S. Olympic Committee has graciously offered to supply IBS Stations utilizing the spot material mailed November 3rd with a certificate indicating the station's cooperation in the campaign. To receive your certificate, please contact Mr. Aaron Zimmer, Olympic Committee, Pomfret Center, Connecticut. 06259.

INTERCOLLEGIATE MUSIC FESTIVAL TO PROVIDE POP, FOLK & JAZZ COMPETITIONS

College students across the nation will soon be competing for national championships in popular, folk and jazz music.

Intercollegiate Music Festival, Inc., (IMF) the organization that developed the Intercollegiate Jazz Festival as a national competition for America's college students, will conduct the Intercollegiate Pop Festival and the Intercollegiate Folk Festival.

The 1968 Intercollegiate Jazz Festival will be held on May 9-11. The first Intercollegiate Pop Festival is set for November of 1968, with the initial Intercollegiate Folk Festival scheduled for February, 1969. The Intercollegiate Music Festival will be held in July of each year.

Six regional competitions will screen entries from colleges and universities. Over 700 schools participated in the 1967 Intercollegiate Jazz Festival, with sixteen colleges moving into the national finals. Ohio State University, San Francisco State College and Rider College will defend their titles at the 1968 event. The winning music from 1967 is featured on the album "Intercollegiate Music Festival, Vol. 1" (Impulse label).

Miami-Dade Junior College will host the national finals of the 1968 Festival. Entries for the Festival's six regional competitions are currently being accepted. Entry forms may be secured by writing the Intercollegiate Jazz Festival, Hotel Algiers, P.O. Box 246, Miami Beach, Florida. Regional contests are the Mobile, Villanova, Cerritos College, Midwest College, Intermountain and Little Rock Jazz Festivals.

CALENDAR...

12/19/67	IRTS Annual Christmas Benefit Luncheon. Waldorf-Astoria Hotel, N.Y.
1/10/68	February CR deadline
2/ 1/68	IBS Convention travel billing.
2/ 1/68	George Polk Memorial journalism Award entry deadline. Long Island U., Brooklyn, N.Y. 11201
2/14/68	March CR deadline
3/ 1/68	IBS Convention travel reservation deadline
3/ 1/68	IRTF Scholarship application deadline
3/15/67	IBS Convention registration deadline
3/30/68	Iota Beta Sigma Second Biennial Grand Conclave, Palmer House, Chicago, Ill.
3/30, 31/68	IBS 29th Annual Convention, Palmer House, Conrad Hilton Hotel, Chicago, Ill.
3/31-4/ 3/68	NAB Annual Convention, Conrad Hilton Hotel, Chicago, Ill.
4/18, 19/68	IRTS College Conference and Faculty Conference, Hotel Roosevelt, N.Y. 420 Lexington Ave., N.Y.

GATES HIRING . . .

Mr. Ray Jassen has recently the Industrial Engineering Dept. of Gates Radio Company as a Process Engineer. Mr. Jassen has been with the A.O. Smith Corp in Kankakee, Ill. as a Manufacturing Engineer for 12 years.

Mr. Robert L. Gorjance has recently been named district manager for the Wisconsin area. Mr. Gorjance has been with Gates since 1965.

F C C ACTIONS . . .

NEW FM STATIONS APPLICATIONS

Coral Gables, Fla. — University of Miami. Seeks 90.5 mc, ch. 213, 10 w. Ant. height above average terrain 116 ft. P.O. address: Dr. William Butler, vice president, Student Affairs 33146. First-year

(continued on page 25)

EDITORIALIZING

- - - David A. Dary, Radio News Handbook

In 1939, radio station WAAB Boston, owned by the Mayflower Broadcasting Corporation, asked the Federal Communications Commission to renew its license. The request was not unusual, but the radio station was. For the previous 18 months WAAB had urged election of certain political candidates and had supported other issues favored by the station's owner. The FCC did not like this practice, and when the license renewal request was made, the Commission said it would have to review the situation. It was nearly two years later, on January 16, 1941, when the FCC said it would agree to renew WAAB's license if the station would stop editorializing. The station agreed. The ruling, known as the Mayflower Decision, said that stations must not broadcast only views they approve of, but must treat all positions and all individuals or groups alike. The FCC said "the public interest, not the private, is paramount."

EFFECTS OF THE MAYFLOWER DECISION

The Mayflower Decision caused alarm among broadcasters who wanted the right to editorialize. But, before they could organize their side to do battle, World War II began and the Mayflower Decision stood unchallenged throughout the war years. When the war ended, and radio turned more attention to domestic issues, broadcasters once again called for the FCC to reverse its ban on editorials. They labeled the decision "an encroachment upon free speech." Others, on the other hand, were glad they could not get involved in local arguments which might, if their station took sides, cause them to loose advertising.

In 1947, Broadcasting magazine took a survey which showed 88% of commercial radio station managers favored the right to editorialize, and 55% said they would if they could while only 10% said they would not. Those that favored editorials said they were ready to face the new political, social, and economic problems which they felt editorializing would raise. A few months after the survey was taken, the FCC reopened hearings to determine if presenting editorial opinion would be consistent with radio's obligation to operate in the public interest. In 1949 the FCC issued its decision: Radio stations could editorialize, but broadcasters were urged to take positive steps to seek out and present opposing views.

During the next few years only a handful of stations presented editorials. But, in the late 1950's the number began to grow, and at least one station in every major city included some editorials in its programming by 1960. The practice of editorializing continued to grow during the following years, and in 1966, it was estimated that at least half of over 4,000 radio stations in the U.S. were broadcasting editorials regularly or on an occasional basis. Listeners apparently like them: A National Association of Broadcasters (NAB) survey, taken in 1966, showed that 64% of 2,500 persons contacted favored broadcast editorials. NAB President Vincent Wasilewski said broadcast editorials are getting through and the climate for them is "highly favorable."

WHAT IS AN EDITORIAL?

An editorial is an expression of licensee opinion which usually comments on current events. Also, an editorial may criticize, praise, or simply discuss the actions of some public official or group. In style it is much like an essay since it reflects the personality of the author. One of the first syndicated newspaper columnists in the United States Arthur Brisbane, described an editorial as "the saying in a commonplace and inoffensive way what everyone knew long ago." Kansas newspaper editor William Allen White wrote, "an editorial should be free expression upon the news or the tendencies of the day, written briefly and bravely by a wise, kindhearted man." Later, the famous Emporia editor added, "the editorialist has the obligation to present the truth as candidly and as kindly as is humanly possible, never forgeting to be merry all the while, for after all the liar and the cheat and the panderer are smaller offenders than the solemn ass."

When broadcasters began editorializing, the NAB defined a broadcast editorial as "an-on-the-air expression of the opinion of the station licensee—clearly identified as such—on a subject of public interest." While perhaps not as colorful as Brisbane's or White's, the NAB definition is generally accepted by broadcasters, although many stations present editorials without opinion.

(continued on page 6)

David A. Dary is Director of News, Studio Broadcasting System and KTSB-TV in Topeka, Kansas. He attended college in Manhattan, Kansas and worked as announcer and newsman at the AM station there. Since that time he has worked as morning News Editor at WIBW-Radio-TV, News Director at KWFT in Wichita Falls, Texas (where his three-man department earned the station 2 AP Citations and 12 UPI awards), KSTA (San Antonio) Managing News Editor and Washington correspondent for CBS. After 3 years with CBS News in the Capitol, Dary became manager of Local News for NBC in Washington where, for four years, he administered a 33-man news department for NBC owned and operated WRC and WRC-TV. The *Radio News Handbook* is written for both the trade and students of broadcasting, and is currently being used by many schools including Syracuse Univ. The book sells for $7.95 and can be ordered from TAB BOOKS, Monterey & Pinola Aves., Blue Ridge Summit, Pa. 17214. Illustrations courtesy WWDC in Washington.

CAMPUS NEWS . . .

by R. E. Jakielski

One of the most important parts of your station image is the quality of your campus news department. Although some people picture adequate coverage of the news to be coverage of national news from the teletype, called from newspapers, or aired from one of the networks; the news that your audience listens to is campus news.

An analogy may be drawn to the commercial broadcasting industry, in which a local station often has higher ratings than a big city station. These ratings are achieved not by virtue of the station's proximity to its listeners, but rather to the interest of the liseners in the station. And what interests listeners increases ratings, and what gains advertisers is involvement with your audience.

To be involved in your campus it is necessary to maintain close control with all sources of campus news. The simplest source is your campus' Office of Public Information, which provides you with the news handed out to the local publications. This is useful for background information on upcoming campus events and faculty news.

The second easy source of news is reporter attendance at meetings of campus government organizations. But more than just attendance at the meetings is necessary. Afer the meetings, leaders from these student government groups should be interviewed to explain what his group is doing and planning. Also, you should try to keep ahead of the news by maintaining a working relationship with student and college leaders so that you have the news before it breaks. This enables you to have "in depth" coverage ready, before the story is released.

Another source of news which should be cultivated is "word-of-mouth" information. A newstip may be called in on the phone, passed along from one of the station staff members, or heard from the local campus police. If it looks as though a newsworthy story may result, then these leads should be followed up.

The local town newspaper quite often provides news about students in town. Also you should regularly call the campus police and other campus groups who occasionally make news.

After the story first breaks, it is necessary to follow up on it. In many cases it is good to ask the Deans or other campus officials for opinions about changes. These reports should be presented as actualities, (pre-recorded reports used in newscasts) that is, by using a small, portable tape recorder, or by bringing the reports in by beeper phone. Following up the story also means following an event through to its conclusion with in-depth reports with the people making the news, analysis, and if necessary, editorial comment.

Actualities should be an integral part of the newscast. They lend a professional quality to the newscast and when well done can maintain listener interest in the newscast. Beeper phone reports are the easiest type of interview, since they can be set up immediately and do not require people coming to your studios.

In another article in this magazine the topic of editorializing is covered in depth.

The most common format for news is one five minute newscast and one two minute headline news per hour. When campus news is scheduled in the two minute newscast, it provides more time for greater coverage of world news in the five minute newscast. The newscast format should be tailored to meet the programming of the station; that is, a middle of the road station should have a middle of the road news format and delivery. Rock stations demand a faster paced delivery and an introduction which moves in the tempo of the programming. At all times the news should reflect the show of which it is a part. An example of this idea can be seen in the ABC network's plan to have four networks, with the style of each designed to fit a different programming style.

The News Director should organize a staff structure in the department. Under him there should be a campus news director who is in charge of the news reporters (story assignment and newscast content) and a special events director, who arranges for interviews and plans special programs. Under the campus news director, if staff size is sufficiently large, are desk editors for each day. Their duty is to edit and rewrite all stories for the day as well as be sure all stories are handed in to the newsroom. Air shifts can be filled either by the news director, or by a "personnel director", responsible solely for newsmen.

The most important thing to remember in the operation of an efficient and alert news department is campus involvement. Your listeners will listen if you are a part of the events on campus, because you offer a unique service, the only instant communication which is designed with your listener in mind. —CR

EDITORIALIZING . . .

(continued from page 5)

EDITORIAL FORMS

Whether an editorial includes an opinion depends upon the purpose for which it is written and the form it takes. There are several forms:

Informative Editorial: This form usually re-states the facts of a news story or event and tells of, or explains, a particular occurrence or series of related happenings. See Figs. 7-1 and 7-2. It is often used to lay groundwork for future editorials, particularly in the case where a station is still researching a subject and is not positive what positions it will take.

(continued on page 24)

FINANCIAL RECORDS . . .

This article is *not* about keeping records! Record keeping is a tedious, boring job; everyone knows it has to be done, and anyone can do it.

But station finances are considerably more complex than just providing accountability through bookkeeping.

First, lets take a brief look at the role of financial records. Two categories are dealt with, income and expenses. Accordingly, your books should be so divided.

On the income side you have billing records and a cash receipts journal that should exactly match deposits from the bank statement and declared bad debt.

The expenditures side is equally simple, with outgoing checks, bank charges, and petty cash disbursements.

So far we have touched on three forms of paperwork: billing copies, income journal, and checkbook. In practice this generally becomes four, because the last function is generally divided into two redundant parts.

A voucher system is generally used to record the amount of the disbursement and assign it to an expenditure type. In some systems this voucher is attached to the bill, others it is filled separately or even degenerates into an entry in a disbursements journal. Vouchers can be given the same number as the associated check, but larger, more complex systems generally assign separate numbers. In some systems, the voucher is actually attached to the check, a means of providing the payee a fuller description of the payment. A second concern of simultaneous interest is keeping track of the checkbook balance to prevent overdrawing the bank account.

Since bills paid must be kept in an orderly fashion and bank balance maintained, both vouchers and check stubs are generally used.

But if all we wanted to do was keep bills in order, there would be no reason for vouchers. We could simply write "Paid by check number XXX" on each bill and file it. But a vouchering system aids us in providing fiscal management information.

In the Business section of the *IBS Master Handbook* are numerous samples of Statements of Income and Expense and Budgets. It is a duty of the Business Department to give management an expenses vs. budget report on a regular basis. In most stations, this means monthly. Because in the course of a month you have many bills for engineering, programming, telephone, office supplies, postage, sports line charges and travel, and the like. If any type of expense is running high, then a monthly report should help catch it.

Budgets, on the other hand, should be prepared from the budget of the year before and the statement of the past year's expenses. (Often the latter simply isn't known in time, and has to be applied the following year.) Of course, there will be anomalies in the expenses that will have to be disregarded, but expense-by-type data is the only feedback information to the new budget.

Another important part of budgeting is looking for unusual expenses in the year ahead. In most cases, these will fall in the capital expenditure category. But the important point is that once you have your budget, your monthly report should compare expenses to that budget.

You might be asking what categories you should have for expenses. The choice of these is unique to each business; no other kind of business will have yours. A first cut is to split by department: programming, engineering, business, management. Perhaps you want to differentiate music from special programming, or create a general category to cover more fixed and inter-departmental expenses. Beyond this point the objective is to create divisions that split expenses as proportionately as possible. A category that totals $10 a year doesn't deserve to stand alone.

Although your fiscal year isn't terribly important, it's probable that one running July to June would be best for a college radio station. In fact, your school may even insist on it. And of course, you should have audits at least annually, with statements of financial condition at least that frequently.

Another important aspect of station fiscal records is continuity. You have an obligation to the system you use not to change it. If every new Business Manager your station has changes any part of it he cares to, it will be worthless in no time. If your system works, unless you really know what you're doing, stick to it.

Let's go back to that capital question. There are several expenses that stations rarely anticipate. Minor ones are things like office equipment replacement and audit fees. Major ones are studio and technical equipment.

The severity of this problem depends on several factors. A primary one being the age of your station. If your's is new and growing, then it's more of a problem.

Schools have varying views on depreciation accounting, but most consider it a dirty word. However, your station is probably the only student activity with equipment valueing several times your annual operating budget.

In light of this, your most realistic approach is to consider a portion of your capital replacement as an operating expense each year. Example: Tape recorders last six years and you have three; so buy one every two years! I should point out that this only works when you have an elastic supply backing you. But unless you use depreciation or this system, you'll be run into the ground in no time.

These are the integral considerations in an accounting system. The difference between record keeping and financial reporting is the difference between management and guesswork. For your station to know where it's going, it has to know where it stands. —CR

DESIGNING AND USING FORMS . . .

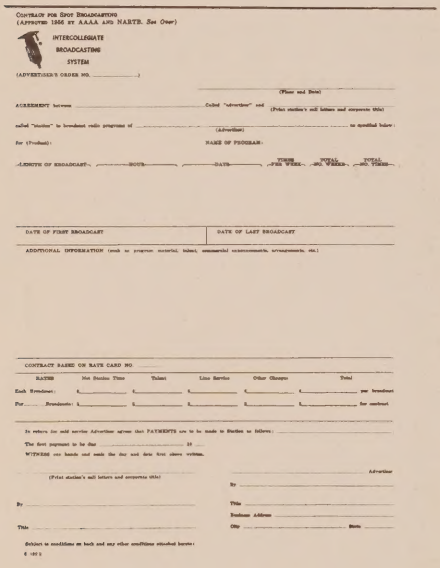
A factor essential to professional station operation is the efficient use of well designed forms. Consistant and correct use of business, sales, and programming paperwork can make the difference between smooth functioning and random operation.

The central question is to what extent forms should be utilized. A station at one extreme would have mimeographed meeting notices (of the "fill in the line" type), memo paper, and even scratch pads.

However some forms, most certainly the program log, do have to be developed. With any form the essential criteria is that it be functionally designed so that it is the imesaver it is meant to be.

If the form is designed to be placed in a typewriter, there is a limitation on its width. Horizontal lines on the form should be based on the standard line space rack. The horizontal positioning of items on the form should minimize tab setting.

(continued on page 22)



CONTRACT FOR SPOT BROADCASTING
(APPROVED 1936 BY AAAA AND NARTB. See Over)

INTERCOLLEGIATE BROADCASTING SYSTEM

(ADVERTISER'S ORDER NO. _____)

(Place and Date)

AGREEMENT between _____ Called "advertiser" and _____ (Print station's call letters and corporate title)

called "station" to broadcast radio programs of _____ (Advertiser) as specified below:

For (Product): _____ NAME OF PROGRAM: _____

LENGTH OF BROADCAST: _____ HOURS _____ DAYS _____ TIMES PER WEEK _____ TOTAL NO. WEEKS _____ TOTAL NO. TIMES _____

DATE OF FIRST BROADCAST	DATE OF LAST BROADCAST

ADDITIONAL INFORMATION (such as program material billed, commercial announcements, arrangements, etc.)

CONTRACT BASED ON RATE CARD NO. _____

RATES	Net Station Time	Talent	Line Service	Other Charges	Total
Each Broadcast:	$	$	$	$	$ per broadcast
For _____ Broadcasts:	$	$	$	$	$ for contract

In return for said service Advertiser agrees that PAYMENTS are to be made to Station as follows: _____

The first payment to be due _____ 19 _____

WITNESS our hands and seals the day and date first above written.

_____ Advertiser
(Print station's call letters and corporate title)

By _____ By _____

Title _____ Title _____

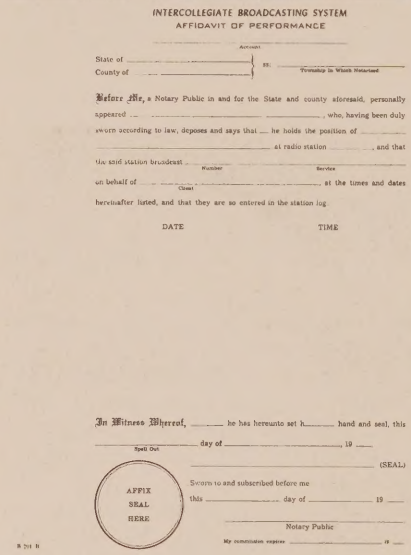
Business Address _____

City _____ State _____

Subject to conditions on back and any other conditions attached hereto.

B 101 S

ADVERTISING CONTRACT



INTERCOLLEGIATE BROADCASTING SYSTEM
AFFIDAVIT OF PERFORMANCE

Account

State of _____ } ss: _____
County of _____ } Township in Which Notarized

Before Me, a Notary Public in and for the State and county aforesaid, personally appeared _____, who, having been duly sworn according to law, deposes and says that he holds the position of _____ at radio station _____, and that the said station broadcast _____ Number _____ Service _____ on behalf of _____ Client _____ at the times and dates hereinafter listed, and that they are so entered in the station log

DATE TIME

In Witness Wherreof, _____ he has hereunto set h_____ hand and seal, this _____ day of _____, 19 _____

Spell Out

_____ (SEAL)

AFFIX SEAL HERE

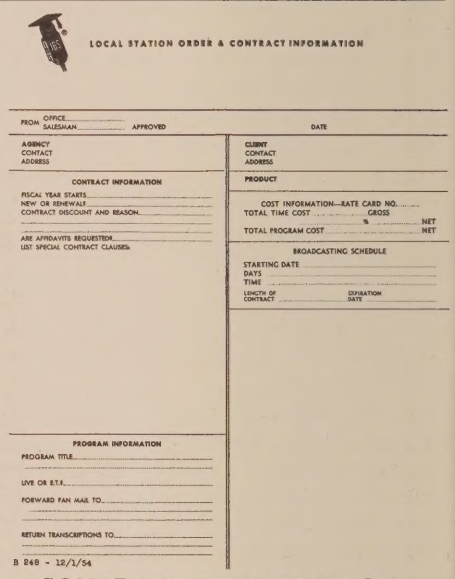
Sworn to and subscribed before me this _____ day of _____ 19 _____

Notary Public

My commission expires _____ 19 _____

B 241 B

PERFORMANCE AFFIDAVIT



LOCAL STATION ORDER & CONTRACT INFORMATION

FROM OFFICE _____ SALESMAN _____ APPROVED _____ DATE _____

AGENCY
CONTACT
ADDRESS

CONTRACT INFORMATION
FISCAL YEAR STARTS _____
NEW OR RENEWALS _____
CONTRACT DISCOUNT AND REASON _____
ARE AFFIDAVITS REQUESTED _____
LIST SPECIAL CONTRACT CLAUSES:

CLIENT
CONTACT
ADDRESS

PRODUCT

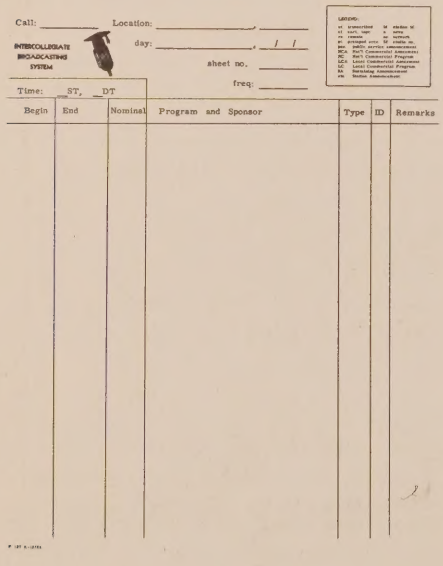
COST INFORMATION—RATE CARD NO. _____
TOTAL TIME COST _____ GROSS
_____ % _____ NET
TOTAL PROGRAM COST _____ NET

BROADCASTING SCHEDULE
STARTING DATE _____
DAYS _____
TIME _____
LENGTH OF CONTRACT _____ EXPIRATION DATE _____

PROGRAM INFORMATION
PROGRAM TITLE _____
LIVE OR E.T.A. _____
FORWARD FAN MAIL TO _____
RETURN TRANSCRIPTIONS TO _____

B 248 - 12/1/54

CONTRACT INFORMATION



Call: _____ Location: _____, _____

INTERCOLLEGIATE BROADCASTING SYSTEM

day: _____, / /

sheet no. _____

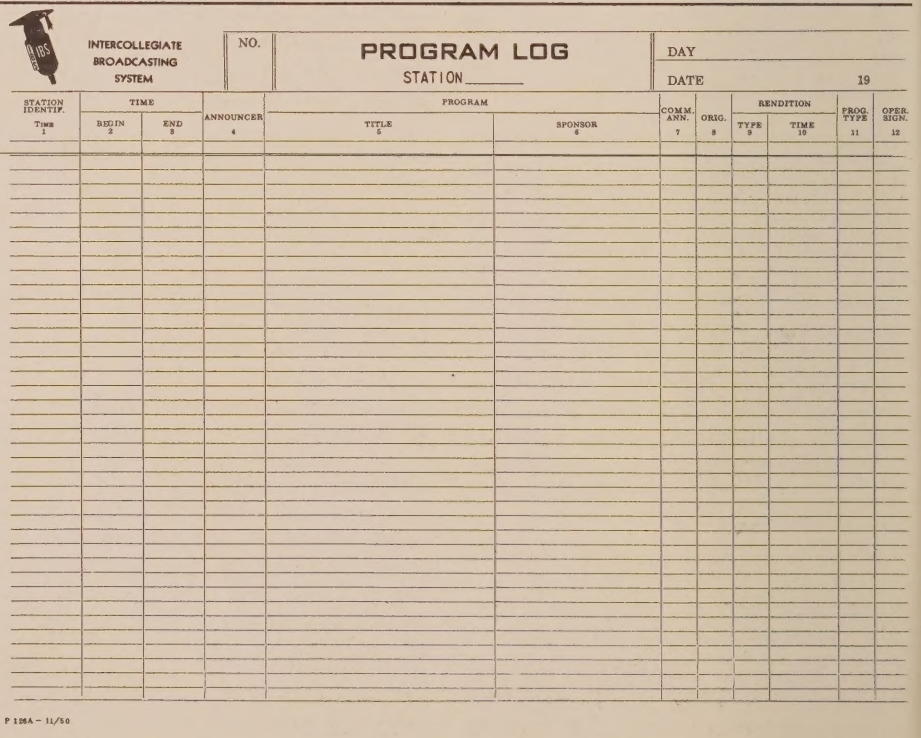
freq: _____

Time: ST, DT

Begin	End	Nominal	Program and Sponsor	Type	ID	Remarks

LEGEND:

P 127 A-11/54



INTERCOLLEGIATE BROADCASTING SYSTEM

NO.

PROGRAM LOG

STATION _____

DAY

DATE 19

STATION IDENTIF.	TIME		ANNOUNCER	PROGRAM		COMM. ANN.	ORIG.	RENDITION		PROG. TYPE	OPER. SIGN.
	BEGIN	END		TITLE	SPONSOR			TYPE	TIME		
1	2	3	4	5	6	7	8	9	10	11	12

P 126A - 11/50

THE TWO IBS PROGRAM LOGS

United flies more Intercollegiate Broadcasting System Members than any other airline.

"... and thanks for making it official."

We're delighted that the Intercollegiate Broadcasting System Inc., appointed us official airline for your annual convention in Chicago, March 28-April 1, 1968.

Of course, you knew exactly what you were doing.

Year after year, United flies more conventioneers to and from more conventions than any other airline. We're the conventional choice because our "extra care" adds up to unconventionally better service.

United offers you better schedules and connections, the widest choice of service and fares. And if you want to go on a holiday after the convention, United can fly you to more U.S. vacation areas than any other airline.

We hope you're planning to attend the convention. Call United Air Lines or your Travel Agent for reservations now; you'll find out how friendly the skies can be.

"Unofficially, I'd fly United anyway."

fly the friendly skies of United.

WESU - Station of the Month

No one at Wesleyan University believes that old dogs can't be taught new tricks. Wesleyan students, faculty, and administration have witnessed, in the past two years, the transformation of twenty-eight-year-old WESU from "just another school activity" to the biggest and most popular organization on campus. In just two years, WESU has tripled the size of its studios, expanded its staff membership from eight to 175 (largest in the country), added carrier-current AM to the already-existing FM operation, tripled its programming time, and laid the foundations for the incorporation of the Wesleyan Broadcast Association, the student organization which operates the station.

It has taken enormous student initiative to achieve so much at WESU, for the station's history shows complete student autonomy in broadcasting matters. WESU was founded in 1939 by a group of students led by Robert D. Stuart. The station existed as a carrier-current operation until 1960, when Robert Rideout, then General Manager, completed the changeover to educational FM. As of that year, faculty and administration influence in the station was limited to a single advisor; even that position disappeared within the next two years, as campus interest in WESU waned under a succession of inept managers and apathetic classes. By the fall of 1965, the station had reached a low point, with a staff of only eight.

WESU Marathon DJ Jeff Taylor in the record library. Jeff was formerly Education Director.

WESU
AM: 640 130 hrs/wk R&R
FM: 88.1 130 hrs/wk E.L. 10w.
both 7 days/week

AM audience 800, founded 1939, coax, comm.
staff size 220

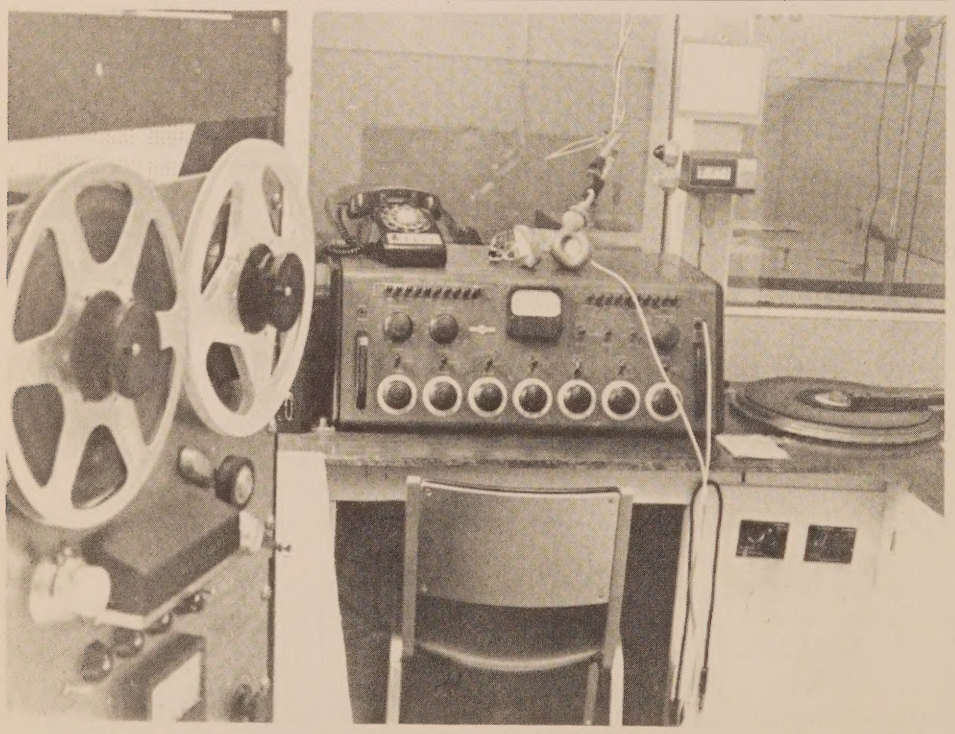
school enrollment 1300

Wesleyan University
Middletown, Conn. 06457
203-346-4000

It was at that time that Mark Estren, then a sophomore, took over as WESU General Manager; he was soon joined by John Kreitler, another sophomore, and the tide turned. Estren's experience in writing and advertising was used to build a student staff, while Kreitler began to contact administration members to attempt to get better quarters for the station. Regular use of posters, plus the renovation of the bi-weekly WESU Program Guide began to stir campus interest, and Dean of the College Stanley J. Idzerda began to take an active interest in WESU business. Dean Idzerda was able to arrange the expansion and remodeling of the WESU studios as part of a general renovation project for Clark Hall, where the studios are located.

Meanwhile, WESU gathered a hard core of staff members, and a summer mailing sent out by Estran in 1966 led to a working staff of over 130 in September, 1966, with many more students joining as the year went on.

WESU had meanwhile obtained a $4000 loan from the College Body Committee, the student governing body which distributes funds to all campus activities, for the establishment of a carrier-current station in addition to the FM operation. Estren also developed a completely new type of program schedule, using a technique he called "dou-



The WESU FM studio, showing Ampex 351 Tape Deck, Collins Board, one of the two Gates turntables, Norelco mike, telephone and headphone set. Discussion studio may be seen through the windows.

ble blocking" — block programming for certain shows from Monday through Friday, for others from Sunday through Thursday, thus obtaining the advantages both of blocked programming and of diversity in scheduling. A new schedule was worked out each semester, as a variety of arrangements of shows were tried. Robert Weisbach was appointed Program Director at this time, and added certain innovations of his own.

Meanwhile, Krietler worked with Technical Director Robert Tarleton on the establishment of AM. The ever-growing staff provided assistance in the laying of cables to dormitories and fraternity houses, and by December 1966, the AM station was ready to begin partial broadcasting. WESU was, by this time, well-known in Hartford (twenty miles from Middletown), and Lee Babi Simms of Hartford's WPOP came to Wesleyan for the opening of the station, as did Robert D. Stuart, founder of WESU. WESU-AM has operated its own campus-oriented program schedule since that time, though the AM facilities were not completely operative until September 1967.

Throughout this time, Estren used his contacts with various record companies and distributors to build the WESU record library, so that WESU-FM is now able to present every type of music on records: classical, folk, jazz, show tunes, "easy listening," music of the Far East, etc. WESU-AM concentrates on Rock and Roll, using a top-forty format but with provision for four Oldies per hour, with certain special Oldies' shows as well.

Estren and Krietler, who will graduate in the spring of 1968, both resigned from management positions at the end of the past school year. Krietler left the station altogether, but Estren agreed to accept the position of Music Director and continue to build the WESU record library.

The new managers of WESU are Robert Weisbach and Robert Tarleton. Although Estren, as General Manager, maintained the greatest control over station operations from 1965 to 1967, it was decided that the impending incorporation of the Wesleyan Broadcast Association (a step being taken for legal reasons) would neces-

(continued on page 12)

FEEDBACK panelists listen to the comments of a listener. Left to right are: Eric Blumenson '68, member of the Student Judiciary Board; Professor Philip Pomper, member of the Faculty Student Affairs Committee; Tom Craig '67, member of the College Body Committee; and Victor L. Butterfield, President of the University.

Technical Radio Broadcasting & Equipment Marketing Positions

Career opportunities for college graduates, either BSEE or Business major, interested in combining technical radio broadcasting interest with equipment marketing.

Positions are in headquarters sales office in dynamic Midwest community.

In addition to familiarity with broadcasting equipment, applicant should have drive, initiative, and be sales and marketing minded.

Wonderful long-range opportunity with this expanding growth-minded company.

Please send resume to:

PERSONNEL DEPARTMENT
GATES RADIO COMPANY
QUINCY, ILLINOIS

(continued from page 11)

sitate placing the President of the Association (Weisbach) above the General Manager, whose Association position would be that of Vice-President. Special positions have also been established to coordinate the announcers in each specific field of music.

Not all WESU broadcasting is musical, however; WESU feels that it has a responsibility both to entertain the public and to keep it well informed. For that reason, WESU broadcasts, aside from three fifteen-minute news shows a day during the week, ten special educational shows, as well as offering live broadcasts of various important speeches given on the campus whenever they occur.

"FEEDBACK" presents a panel of members of the Wesleyan community discussing a subject of importance to the campus and the surrounding area. For example, last April 19 the Wesleyan student body voted seven to one to abolish all parietal hours on campus; on April 24 FEEDBACK presented the President of the University, a member of the Faculty Student Affairs Committee, a student from the Student Judiciary Board, and a student from the College Body Committee discussing the problems of social regulation at college. At all FEEDBACK discussions, the panelists are given earphones through which they can hear the comments phoned in by the audience; and phone calls have forced the show past its one-hour time limit on several occasions.

Similar to FEEDBACK is "FOCUS," in which one Wesleyan department a week prepares a show discussing something in that field of general interest to the community. Again, phone calls are taken live on the air, and discussion ensues between panelists and callers.

"World Music" and "Music Workshop" are presented in cooperation with the Department of Music. The former offers music of the Far East, with commentary and discussion by graduate students in ethnomusicology. The latter presents close analysis of various classical pieces, choosing the pieces according to the schedule of classes in the Music Department.

"Wesleyan Concert" and a weekly foreign broadcast delve into the WESU tape library, the former to present a special Wesleyan musical event from the past (WESU tapes all such events), the latter to present tapes furnished by such organizations as Radio Nederland, Radio Protestant Germany, and the British Broadcasting Corporation.

Jeffrey D. Taylor '68 during WESU Marathon '67, the special show in which he set a new national collegiate broadcasting record of 125 1/3 straight hours on the air. Jeff survived largely thanks to V-8 and cigarettes (upper right), using no stimulants and even refusing coffee. He did his whole show from the FM studio.

Many WESU announcers study during their shows, since WESU does not permit people with poor academic records to work on the staff. Here Seth Kaufman, class of 1970, reads a paper during an FM classical program.

"Radio 88 Reports" is a special news feature, offering everything from interviews with campus personalities to reports from Bonn.

"Play of the Week" and a weekly half-hour of poetry make use both of tapes and of records, as well as of live performances by WESU staff members, by members of the Theatre Department, and by interested professors. Such experiments have been tried as the reading of *Beowulf* in Old English and the reading of excerpts from the *Canterbury Tales* of Chaucer in the original Middle English.

Finally there is "INFORMATION 90", a weekly news roundup which also offers political commentary by Wesleyan professors, music and drama criticism, and special reports on coming events in

(continued on page 20)

SALES COLUMN . . .

Last month we took a close look at numerous sales prospects and procedures. Although that list was extensive, we'll cover a bit more ground this month.

We should first note that last month's column was actually an outline of how to run a local sales department and where to look for advertising sales. If you follow nothing more than those hints, you'll have the busiest and most successful sales Department you've ever had.

But sales is an integral part of the station, and developing an efficient interface between the department and others will be of vast assistance to everyone.

Some aspects of this are obvious. You really can't use a Coke Moody Blues spot in a easy listening show! There is a correlation between your format and the production your advertiser can furnish. Likewise, it is obvious that all salesmen's efforts must be coordinated with Traffic to avoid sponsor conflicts and spot sales for hours when the time simply isn't available.

But other areas of the station's operation are sales-related. Promotion is one.

A definite portion of the station budget should be committed to on-campus promotion. A very effective on-campus device is posters . . . publicizing some special programming, your announcer's shows, a sports special, and the like. These are particularly in order in the first few weeks of school, where a more general poster is more desirable than otherwise would be the case. But well designed general and specific purpose posters are always a big help. A general poster for promoting your special programming can be developed, that permits you to add the particular feature at a later date. Remember to keep them colorful and attractive.

The tie-in is this. Not only does promotion boost listenership and advertising response, but there is often a more direct connection. When you have 200 posters printed printed to promote your basketball coverage, make sure you mention your sponsors! Things like this make the difference when it's renewal time.

Matches are dirt cheap. Who runs the cig and drink machines on campus? If you handed them a thousand match books, would they stuff in the campus machine instead of theirs for you? Put "Listen to WNYU" in two sharp colors on the outside and your sports schedule on the inside. Or ask the consessioner to print your schedule on the inside of his matchbooks for you. He'll go along with it, especially if he's one of your sponsors for the games.

Another extremely good promotional gimmick is a music survey. Why not mimeo 100 copies of your play list and post them all over campus? If you do a good job, you can even graduate to printing, distribute more widely, and get sponsors for the survey!

The exact same concept applies to Program Guides. KZSU at Stanford has an extremely fine P.G. that sells advertising and rakes in money for the station, as well as promoting. And you can extend the Guide the way many good commercial stations do to include other calendar events in the community. Often you can find P.G. advertisers who are very oriented toward ink, rather than air, advertising. This you can sell them without reducing your own air sales.

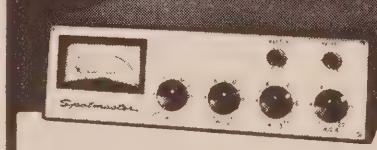
The best form of promotion is self-promotion. This means a lot of things, starting with jingles, intros, outros, and talkovers right on up to contests. Often a local mart or department store will be quite interested in sporsoring a contest . . . similar to, but on a slightly smaller scale than those run by stations in large cities. On the home front, why not give away your duplicate records to listeners identifying name or artist. Keep it simple and only give away good stuff. (Time was when you saved good dupes for an oldie file cause the first copy got chisled through the month it made it, but with cart machines, those troubles are over.) Another variation here is running a trivia (etc.) contest to give away some concert tickets or records of the group. Again, the link with advertising is obvious, and it's good promotion for both the event and the station.

But as a friend of mine in the media says, "All the gimmicks in the world won't help if the basic product isn't right." Although the "sound" of the station is programing's baliwick, there are factors above and beyond your audience that you control. What I'm saying is "Don't tie your own hands."

First, your *rate card* structure. Is it sensible? Are the frequency discounts reasonable? And the rate in line with your coverage? Check the item that most often is the first to offend: are your plateaus standard? If your card confuses advertisers, get rid of it. You've seen that IBM ad about the station with 273 rates . . . well, that

(continued on page 22)

SPOTMASTER
Solid-State Portable
REMOTE AMPLIFIER



The RA-4CA is a lightweight, four-channel portable mixer amplifier specifically designed for remote broadcast or auxiliary studio use. It is completely self-contained and operates from either AC or batteries (switching automatically to battery operation if AC power fails); runs as long as 200 hours on low-cost "D" cells. It offers four microphone channels with master gain and P.A. feed, all controlled from the front panel. Lightweight construction (just 11 pounds with batteries), a convenient carrying handle and a snap-on front cover mean the RA-4CA can be easily set up to operate anywhere. For further information, please write or call today:

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8810 Brookville Road
Silver Spring, Maryland 20910
Area Code 301 • 588-4983

Announcing the
29th NATIONAL CONVENTION
of the
INTERCOLLEGIATE BROADCASTING SYSTEM

in conjunction with the

ANNUAL CONVENTION
of the
NATIONAL ASSOCIATION OF BROADCASTERS

March 29, 30, 31 **The Palmer House**

CHICAGO

SCHEDULE *

FRIDAY, MARCH 29, 1968

Grand Foyer	Registration	4 p.m. - Evening
	Open Reception	6 p.m. - Evening

SATURDAY, MARCH 30, 1968

Grand Foyer	Registration and Coffee	9 a.m. - 11 a.m.
	Five Sessions	10 a.m. - 12 noon
	Lunch - Guest Speaker	12:30 p.m. - 2:30 p.m.
	Five Sessions	2:30 p.m. - 4:30 p.m.
	General Session	4:30 p.m. - 5:30 p.m.
	Iota Beta Sigma Banquet	6:30 p.m. - 8:30 p.m.

SUNDAY, MARCH 31, 1968

	N.A.B. Exbit Hall Open	12 noon - Evening

*There may be minor changes in this schedule at a later date.

CHECK THESE SPECIAL FEATURES

SPECIAL PACKAGE FOR TRAVEL

Charter flights from the following cities will be made if enough reservations are made.

New York	$ 61.52
San Francisco	123.62
Los Angeles	120.63

Excursion rates and reserved sections of seats will be available from the following cities:

Washington D.C.	59.38
Atlanta	63.63
Cleveland	34.65
Minneapolis	40.32
St. Louis	30.35
New Orleans	86.00
Rochester, N. Y.	53.24

Rates from other cities will be made available upon written request.

All rates quoted above are for round-trip and include all federal taxes.

SPECIAL PACKAGE FOR THE PALMER HOUSE HOTEL

The following rates include three nights plus registration fee and lunch for the convention.

Four persons to a room:

Member	$ 21.50 per person
Non-member	25.50 per person

Three persons to a room:

Member	$ 24.50 per person
Non-member	28.50 per person

Two persons to a room:

Member	$ 42.50 per person
Non-member	46.50 per person

Single room:

Member	$ 47.50 per person
Non-member	51.50 per person

If you are not staying overnight the cost for registration and lunch will be as follows:

Member	$ 9.50
Non-member	13.50

If you are planning to stay less then three nights, please let us know.

Send this request to:

Convention Headquarters

I.B.S.
P.O. Box 474
Rochester, New York 14602

Radio Station _____ plans to send the following number of of persons _____ to the 29th NATIONAL CONVENTION OF I.B.S. in Chicago. We would like to fly from _____. Please send us additional information on the convention and air travel.

Station Manager _____

Radio Station _____

Address _____

City, State, Zip Code _____

Multiple choice– every one a right answer!

Bauer's line of audio consoles

There's a compact Bauer console that's right for any audio operation, simple or complex. Each console is self-contained and highly versatile, for speed and accuracy in cueing, monitoring, mixing and programming. Each is of typical Bauer high quality and reasonably priced.

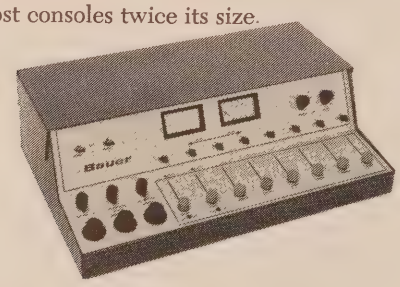
Model 915—for the remote TV truck; 8-microphone versatility with multiple inputs for turntables, tape units, projectors.

Model 912S—for 5-channel stereo in studio production and control rooms. Handles tape prerecording, remote interviews, panel shows, commercial ETs, ID spots, etc. As on-the-air console, gives fast, precise control over 13 inputs.

Model 912—a 5-mixer model for production preprogramming in studio or on remote location; excellent primary, on-the-air unit for smaller stations.

Model 910S—8-mixer stereo console with all the inputs and controls needed by any station, AM or FM, large or small.

Model 910D—dual unit, easily handles two programs simultaneously; 8 mixing channels and more useful features than most consoles twice its size.



Let a Bauer add new dimensions to your audio capabilities: modern, high-speed control, versatility, simplicity, and convenience. Write to us for full technical information.

Bauer
ELECTRONICS CORPORATION
1601 California Ave.
Palo Alto, California 94304

A Granger Associates COMPANY

COAX DISTRIBUTION . . .

by W. Andrew Wright

The development of efficent splitters and loading units has greatly stimulated the use of coaxial cable RF distribution. While relatively few carrier current stations use a single central transmitter and distribute their signal via such a system, the use of regional transmitters which serve several feed points within a building complex is becoming more common.

Besides preventing intertransmitter beating, coax distribution systems give more freedom in the positioning of the feed points and in the use of multiple feed points within a large building or complex. The increase in efficiency of these systems over ones which couple the transmitters directly to the power line makes their use economically feasable on all transmitters above the 5 watt variety.

Loading units made for use in coax distribution systems generally consist of the following three components: fuses and capacitors to isolate building power from the RF system, a ferrite toroid transformer to match the load of the building to the distribution system, and a resistor to terminate the distribution line. The secret of these units is the specially designed radio frequency transformer which can efficiently transform the RF energy over the wide impedancer ratio found in this application.

The secondary of the transformer is usually equipped with several taps so that the unit may be used in buildings showing a wide range of impedances. A properly situated loading unit will also see wide variations of power line RF impedance with time of day. To allow for this and to provide the highly desirable near-constant load to the RF source, the majority of the power is dissipated in the termination resistor. Only a small portion is transmitted to the power line. This approach also provides the advantage of decreased sensitivity to improper power line impedance match. Despite this seeming waste of power, these loading units generally provide higher signal strength than the other loading schemes now used.

A modification of the basic approach which enables increased power to reach each feed point is the use of bridging loading units.

These units do not have an internal termination resistor, and thus all such units on one RF branch circuit are wired in series with a terminating unit at the end of the line. In this manner each unit will see the total voltage on the branch circuit instead of the fraction of it seen by a normal loading unit being fed from a splitter in that branch. The physical problems of wiring such a series circuit and the increased interaction between the loading units (It enables one overloaded unit to disrupt feed to other units.) generally offsets the advantages.

The splitters previously mentioned are devices to divide RF power among several lines while maintaining a constant impedance level. Such devices generally consist of a ferrite toroid autotransformer housed in a small box with the appropriate cable connectors. Splitters can be made with any number of outputs, and can distribute the applied power among the outputs in any desired ratio.

RF distribution systems are constant impedance networks rather than constant voltage networks such as occur in power distribution. In the constant voltage system the power flow in a line is inversely proportional to the load impedance of that circuit. At power distribution centers the branch circuits are paralleled. The resulting lower impedance merely indicates greater power flow.

W. Andrew Wright is Chief Engineer of WLRN-WLVR, The Lehigh Radio Network, in Bethlehem, Pa. He's served is that post for two and a half years, and is currently completing an EEEP program at Lehigh Univ.

In an RF system the reduced impedance would cause power to be reflected just as sound is reflected from a hard wall. As in the case of sound waves, the reflected power causes standing waves. The nodes and antinodes occur every 250 feet for frequencies near the low end of the broadcast band. Any loading unit or power tap positioned along the line near such a node would receive greatly reduced power. At 60 Hertz these nodes occur every 750 miles. The effects of mismatched line impedance can be neglected except in the largest power grids.

The solution to the impedance matching problem at radio frequencies is the use of splitters. In a constant impedance system the power flow is proportional to the line voltage squared. Thus, if one third of the power arriving at a splitter is to be sent down a particular output line, that line would be given the square root of one-third of the input voltage. If the sum of the fractional output power equals one, then all of the incoming power is being transmitted forward. In that case none of the power is being reflected back the input line, and it, therefore, is being perfectly matched.

The splitters in a practical distribution system are usually arranged in several levels. The exact form of the distribution network is determined by physical constraints, but generally follows the following form.

Power from the transmitter is transmitted via a main line to a distribution splitter. This splitter divides the power more or less equally among branch circuits going to several district regions. Within each region a fixed fraction of the incoming power is tapped off by a series of splitters and sent to the individual loading units. An alternative to this branch circuit configuration is the series wired bridging loading units.

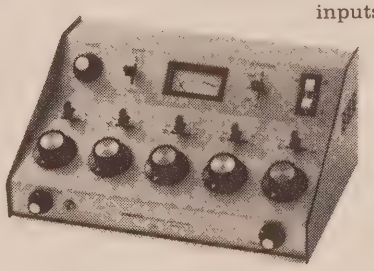
While individual coaxial cable distribution systems may vary widely from this organization, the main objective is still the same — to provide an economical system for delivering signal to each loading point, with minimum constraint and maximum convenience.

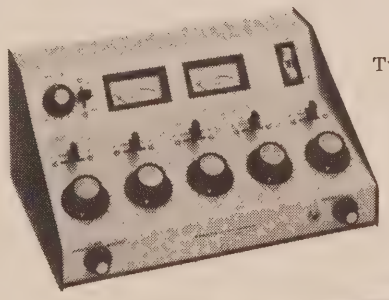
—CR

MEET THE SPARTA FAMILY OF AUDIO CONSOLES

For all your Remote mixing requirements here's "Mothers little helper"! The **RA-5** with 30 hour battery capability.

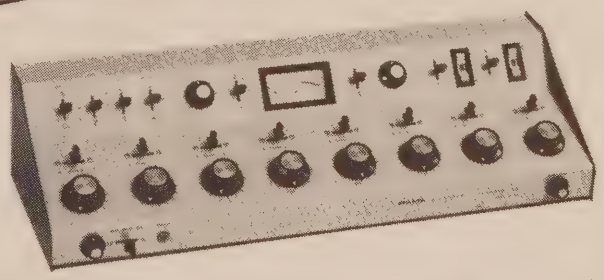
Husky big brother for use in the production studio and control room. It's the all new **A-15** with 14 audio inputs.





Twin sister for Stereo use, the **AS-30** offers selectable stereo/mono mode control & 9 stereo audio inputs.

Big daddy of them all, the **A-20** offers the broadcaster a full facility audio control center with 22 inputs.



For more information and prices on the Sparta Family of Audio Consoles, write or call your Spartaman today! Get full particulars on Sparta's solid state design with individual modular electronics. A strong family tradition for quality and service makes you friends of the family in a hurry.

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LPB equipment incorporates advanced design concepts and modern materials. Our transmitters are compact and lightweight and installation requires little more than just *plugging in*

This is the RC-25B Transmitter. Its 20 watt output provides strong signal coverage for up to 5 separate buildings. The 25B is 10" wide, 8" high, and 14" long.

We also make larger and smaller transmitters, couplers, and matching devices. And we provide application assistance to solve technical problems.

For information or technical assistance, contact:

LOW POWER BROADCAST EQUIPMENT CO.
248 Swedesford Road, Malvern, Penna 19355

IBS CONVENTION HOST

Chicago today has become the convention capital of the world, an ideal vacationland, and one of the world's most interesting cities. This spring it will host both the IBS and the NAB Conventions. Long one of Chicago's landmarks, the Palmer House plays an important part in the activity of the city.

Chicago's best located hotel, the Palmer House is situated on State Street, almost next door to Chicago's most well-know stores, within a few blocks of all U.S. Highways and State Roads. Subways, surface and elevated transportation are at its doors. The hotel is 25 stories high and has 2,159 rooms, all air-conditioned. It is actually the largest hotel building in the world in cubic feet — with over 23½ million.

There have actually been three "Palmer House" buildings, since the first was opened to the public on September 26, 1871. Thirteen days later, it had been completely destroyed in the historic Chicago fire. The Old Palmer House, as it is now called, was opened in July of 1873. In its time, it was the first hotel to have telephone service in every room, electric lights and complete elevator service.

Main Lobby of Palmer House

In 1925, the present "New Palmer House," was erected without the hotel closing for a single day. Half of the old was torn down and half of the new was built. Guests were moved to the new section and the wrecking crews started on the remainder of the old.

Brick and tile, steel and stone were utilized to raise this building to its then undreamt-of dimensions. Its Monroe Street entrance is the main one, with arcade approaches from both State Street and Wabash Avenue. On the second floor lobby, modern, comfortable furnishing does not interfere with the original French decor. Electric fixtures in the lobby are adaptations of old candelabra and chandeliers at Fontainsbleau, Versaillies and Compeigne and the high ceiling is elaborately decorated.

Conveniently located on the lobby floor are two dining rooms, a men's bar, and desk's for registration, mail and information, the cashiers; the Hilton Reservation Service, and Guest Accommodations. Airline ticket offices, Western Union desk, and a large section of public telephones, theatre ticket office, liquor store, and newspaper and cigar store, together with the office of a public stenographer make the lobby a center of activity and bring services close at hand.

On the third and fourth floors are the meeting and exhibition facilities of the Palmer House, all completely air-conditioned. The third floor is divided into eleven

Palmer House, site of 1968 IBS National Convention, Chicago, Ill.

private dining rooms, arranged for use singly or in groups. The largest of these is the Wabash Parlor, a meeting room for 360 persons; the second largest is the Crystal Room, whose mirrors and chandeliers give it its name. The Crystal Room accommodates 250 at a meeting and can serve 175.

The Grand Ballroom, 8591 square feet, accommodates 1700 at a meeting and 1320 at a banquet. It is in the style of Louis XVI. The State Ballroom leading to it is a mirror-lined hall of 2720 square feet. Together these two rooms can accommodate 2400 for a meeting and 1800 for a banquet.

The Red Lacquer Room, done in intense vermillion relieved by mirrors and paintings, is 6080 square feet and seats 900 at a meeting, 700 at a banquet.

An *Exhibition Hall,* providing over 20,000 square feet of floor space, air-conditioned, and with every modern convenience is available just off the fourth floor and connecting with the Grand Ballroom through a private entranceway.

Convention Center 6, the new hotel within a hotel, is a new concept in Innkeeping. This is a complete convention center with two contemporary ballrooms for 600 persons each and four conference rooms. The new glass enclosed swimming pool and sun deck are immediately adjacent to Convention Center 6 and the pool is available for all registered hotel guests at no additional charge.

Above the ninth floor are guest rooms and suites, conveying the Palmer House tradition of hospitality and comfort. Spacious and airy, even a room designed for single occupancy is furnished to permit gracious living.

Tradition and modern comfort combine, too, in the famous dining rooms of the Palmer House. Palmer House Executive Chef, Paul Brunet, and his staff of 160 prepare an average of 8000 meals to be served in the eight public dining rooms and seventeen private dining rooms daily.

Head of the list is the world-famous *Empire Room,* done in brilliant green and gold, portraying the elegance of the French Empire period. Its ceiling is decorated with gold leaf. Wall sconces are French imported bronze. French imports, too, are the crystal and gold chandeliers, unique in this day of functional design. Heavy dark green, and gray and white striped draperies sweep down atop the bandstand to form a setting for the orchestra.

In this room, Veloz and Yolande, and the Merriel Abbott Dancers started a long parade of entertainment stars. Since that time, Liberace, Mimi Benzell, Dorothy Shay,

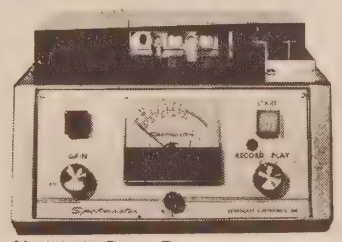
(continued on page 25)

Comedian Alan King is tentatively scheduled in the Empire Room March 29-31, 1968.

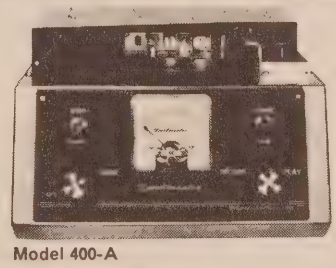
The Spotlight Is on

Spotmaster

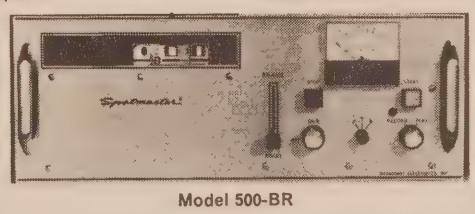
Superior Tape Cartridge Recording and Playback Equipment



Model 500 Super B



Model 400-A



Model 500-BR

COMPACT 500 SUPER B SERIES—Completely solid state, handsome Super B equipment features functional styling and ease of operation, modular design, choice of 1, 2, or 3 automatic electronic cueing tones, separate record and play heads, A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . adding up to pushbutton broadcasting at its finest. Super B specs and performance equal or exceed NAB standards. Record-play and playback-only models are available.

RACK-MOUNTED SUPER B MODELS—The 500-BR rack models offer the same Super B design and performance features and are equipped with chassis slides ready to mount in your rack. Each unit slides out for easy head and capstan cleaning and other routine maintenance.

All Super B models carry iron-clad full-year guarantees.

ECONOMICAL 400-A SERIES—Now even the smallest stations can enjoy Spotmaster dependability with the low-cost, all solid state 400-A series, available in compact record-play and playback-only models. Performance and specifications are second only to the Super B series.

For complete details about these and other Spotmaster cartridge units (stereo, delayed-programming and multiple-cartridge models, too), write, wire or call today. *Remember, Broadcast Electronics is the No. 1 designer/producer of broadcast quality cartridge tape equipment . . . worldwide!*

BROADCAST ELECTRONICS, INC.

8810 Brookville Road, Silver Spring, Maryland 20910; Area Code 301, 588-4983

(continued from page 12)

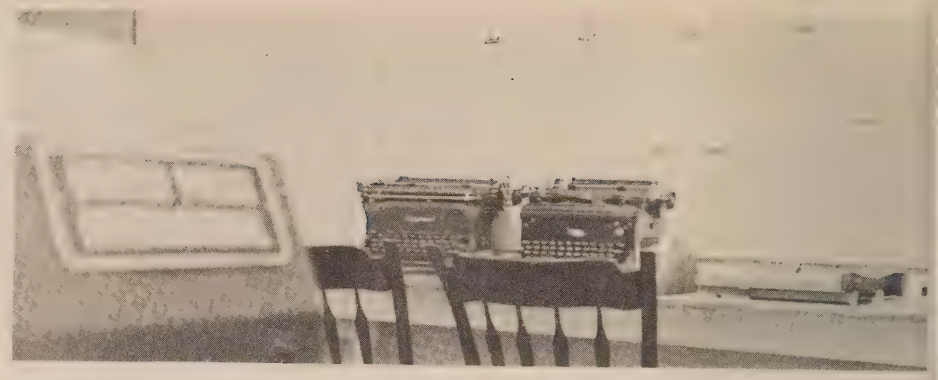
Hartford and New Haven.

Aside from the regular program schedule, WESU offers much in the way of specials. As noted above, WESU often pre-empts programming to present special events, and news headlines are broadcast as they come in over the United Press International wires. But WESU is also known for its marathons and for the occasional social events it sponsors.

One WESU staff member, Jeffrey D. Taylor '68, has done a marathon each of his three years at school. As a freshman, he went 48 straight hours to aid the Red Cross Blood Drive on campus. As a sophomore, he went 89⅓ hours (a New England record) to help publicize the WESU "Tapes for Vietnam" campaign (which involved taping music for shipment to soldiers in Vietnam). Then, most recently, he decided to try to break U.C.L.A.'s record of 120 straight hours of broadcasting, and he succeeded in going 125⅓ hours to establish a new record.

"Tapes for Vietnam" was part of Mark Estren's publicity campaign for the station; another part of that campaign was the sponsoring of a "mixer" with Mount Holyoke College — which, it must be said, managed to draw over a dozen new members to the WESU staff. On a more serious level, WESU played host this year to the first IBS Regional Convention for New England. WESU staff members occupy the posts of Regional Secretary for IBS New England.

If all this seems somewhat hectic, that is because it has all happaned so fast. WESU has grown so rapidly and so significantly that all of Wesleyan is still a bit awed by the changes. The station, as it now stands, is a model of student interest and initiative (one-eighth of the Wesleyan student body is involved in one capacity or another); it is also a model or responsiveness to the needs of the community, ranging from the educational shows to "Bright and Early," a new weekday venture which was requested by several professors and many students who wanted a show that would get them up pleasantly in time for class.



Another view of the News studio, showing bulletin board used for assortment of news stories as they come off the wires.

POWER BOOST

Serious plans are now in the offing for a WESU power boost to the area of 1000 watts. A complete cost breakdown has been prepared, and negotiations are being carried on with the Wesleyan administration preparatory to requesting funds from the Finance Committee of the Wesleyan Board of Trustees. The plan is not only to increase the power but also, if possible to begin broadcasting in FM stereo.

ADDITIONAL STUDIO SPACE

Over the summer, WESU received final authorization to use still another room adjacent to its Clark Hall studios. Construction was begun during the summer months. When complete, the new room will provide several production studios, audition rooms, and additional storage space. Provision will be made either for taping groups or for broadcasting them live.

INCORPORATION

On October 18, 1967, the Wesleyan Broadcast Association became a corporate entity, thus climaxing a year of negotiations between the Wesleyan administration and WESU members Mark Estren, John Krietler, and Bob Tarleton. While a student Operating Board will continue to handle the day-to-day work of running the station, a Corporate Board has been set up to attend to overall business and organizational matters. The members of that board include: John Kiermaier, a Wesleyan alumnus and President of the Educational Broadcasting Corporation of N.Y. (Channel 13, New York City); Colin Campbell, Wesleyan's Vice-President in charge of Administration; Stanley J. Idzerda, Dean of the College; and James B. Steffenson, Assistant Professor of English. The board also has the following student members: Bob Weisbach, WESU President; Bob Tartleton, Vice-President and General Manager; Mike Fink, Treasurer; Dixon Miller, Public Affairs Director; and Charles Ziff, FM Program Director. The incorporation is not expected to cause major WESU policy changes, but it may set a precedent for other activities' removing themselves completely from official university control.

MEMBER SERVICES OFFICE

Bob Tartleton, IBS Regional Coordinator and Regional Director for the New England Region, has recently made arrangements for a separate staff detail of WESU staff to man the IBS Member Services office, which moved to Middletown from Bethlehem in September. WESU is happy it can volunteer the staff and space for the office.

Student loyalty to WESU is high: the staff spent hundreds of man-hours, without pay (no WESU personnel receive salaries), laying cable for the new AM station; and of course for every announcer there are several men behind the scenes keeping the station running smoothly. WESU was listed as a special campus highlight by the Parents' Day Committee last spring; it was presented to alumni at a special "Wesleyan in Perspective" meeting; and it continues to attract student enthusiasm, administration support, and general interest throughout the Middletown community. All of us at WESU are proud to be part of it, and we cannot deny being proud of ourselves for our parts in keeping it running. —CR

REGIONAL NEWS

This page will be used each month to carry news to each station of IBS Regional Activity in its area. Items may occasionally be a bit "stale" because local newsletters may already have carried them . . . but then it's another opportunity to get people enthusiastic abou regional activity, and your R.D. needs every break he can get.

REGIONAL CORDINATOR

NEW ENGLAND REGION

Bob Tarleton reports that he has frankly been "snowed under" recently with the work of the Member Services office. Nonetheless, things are staying in high gear, and his staff will have more time for regional affairs in the near future. A regional meeting is being planned again for this year . . . . more details later.

PACIFIC REGION

A two-day Regional Convention was held at Santa Barbara on Friday and Saturday, November 24th and 25th. From all indications, it should have been at least the success of previous years. We'll be looking forward to hearing more about it from Mike.

Another pilot project initiated is the compilation of a buyer's guide to equipment. All stations in the area (or, as Mike puts it, "all we can snag") are urged to fill out status reports on their equipment for the handbook.

GREAT LAKES

After many months of hibernation, activities in the Great Lakes Region are finally experiencing a rebirth of sorts. Although progress has been slow to date, a questionnaire has been distributed to all fifty-two stations in the region with approximately 25 now returned. Plans are well underway for a regional newsletter to be published soon after Christmas recess. Contributions anyone? Send them to me in care of WSAJ at Grove City College, Grove City, Penna.

A movement has been started for a Regional Sales Organization by Randy Hoekstra at WCAL and Wes Dubin at WUOD. Randy reports that WTBU in Boston also seems interested in a sales organization in the New England Region. We are both hoping to be able to work together in this area. As of this date, nine Great Lakes stations are interested in a sales organization with hopes for many more.

A regional convention seems to be in order before the end of the academic year, but a time and place must be set. Suggestions please!

Would also like to do some station hopping after the first of the year. Any invitations?

Best of luck to WKPS at Westminster College in New Wilmington, Pa., who will soon be on the air at 88.9 Mc, and to WPGH at Pitt who will soon be joining WSAJ at Grove City in making an application for an FM construction permit.

A reminder to those Great Lakes stations who have not yet returned the regional questionnaire to do so as soon as possible.

NORTHWEST

KUOI, the University of Idaho, became regional headquarters of the Northwest Region in June, 1967, when Manager Lawrence Seale was elected as director. The region has not had a director the past year but became newly activated after a great deal of interest was shown by Northwest stations at the West Coast IBS Convention in April.

One of the first projects, therefore, will be to attempt to establish and maintain master files on all stations in the region for the Regional Director. Questionnaires will shortly be sent out to obtain some of the information for these files so that the Regional Director will have a better idea of where each station stands and what assistance it can use.

Great distances between stations are a hindrance to close regional ties in the Northwest so another project of the coming year will be to issue a regular newsletter to increase communication between the member stations. The Regional Director will attempt to visit all

(continued on page 23)

December 1, 1967

THE
INTERCOLLEGIATE
BROADCASTING
SYSTEM, INC

is now accepting

INDUSTRY AFFILIATE MEMBERSHIP

Your inquiries are invited. Copies of our brochure may be obtained by writing to our Operations Office in Bethlehem, Penna. 18015.

Institutional inquiries should address our Member Services Office in Middletown, Connecticut 06457.

TECH TIPS . . .

Western Electric Gift Plan

The Engineering check list included in with the Spring supplement to the IBS Master Handbook and the Welcome Letter raised many inquiries about the Western Electric Gift Plan. Basically the plan distributes surplus equipment to Colleges and Universities. Western Electric periodically sends a catalog of the surplus equipment to the various institutions on their mailing list. It is usually sent to attention of the head of one of the Engineering or Physics Departments. Station executives interested in seeing the catalog or verifying if their school is in the Plan should contact these Department Heads.

If this is unsuccessful, Mr. John A. Alderman, Western Electric Company, Room 1626, 195 Broadway, New York, Area Code 212 — 571-2649, has the list of who gets the catalogs and other information on the Plan. —CR

SPOTMASTER

The all solid state AD1A

AUDIO DISTRIBUTION AMPLIFIER

Meet the AD1A, a solid state audio distribution amplifier specifically designed for AM, FM and TV broadcast stations and recording studios. The AD1A distributes audio signals via five separate output channels (up to 25 with the addition of AD1A-X extenders), and incorporates a front-panel VU meter and monitor jack to permit visual and aural monitoring of the incoming signal at the output of the line amplifier. Response is essentially flat from 40 to 20,000 Hz, with low distortion and noise, 60 db channel isolation and 12 db peak factor. For further information, write or call today:

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SALES COLUMN . . .

(continued from page 13)

may not confuse a computer, but it sure will use anything else.

Secondly, I assume that any reader can tell us optimum staff organization. A Sales Manager who doesn't do much street work and a staff of 10 salesmen under him, right? Wrong! Point one: that's dreaming; you'll never have it. Point two: it would be a waste.

The fact of the matter is that a smaller staff can do a quite adequate job, and act as a more cohesive team. Your station pitch in town should remain consistent over the years, and salesmen should work together and with their predecessors to maintain this.

Unless the manager does a fair amount of street work, he loses a feel for merchant trends, new problems, etc. Fortunately, most managers *enjoy* selling too much to bow out.

The point here is that the optimum structure for the department is the one that works best. Your people have oher interests. Some may be djs. They may or may not write their own copy. Sometimes unique advertiser needs will practically necessitate the salesman write the copy.

While we're making consessions to staff anomalies, we should mention the interfaces with the billing and traffic departmens. In larger stations it is desirable to have paperwork for the salesman to fill out to notify these departments of any sale. Frequently the business dept. gets a copy of the contract. Quite often both traffic and continuity are notified of sales with the same form. No matter what the size of the station, formal paperwork in these roles is preferable to a jotted memo.

The last formality in sales records worth mentioning is the log of calls. Your salesmen should record each visit made and any pertinant facts. This record should include client names, his seasonal interest, problems, etc.

Frequently college staffs are a bit in the dark about the form of formal Sales Presentation. A presentation should consist of a description of the recognized advertiser need, a description of the capability of the station (audience and media related), definition of the advertising program objective (union of the two above components), and finally, the suggested advertising program.

The "pitch" is located between the third and fourth sections, where you "make your case". The "suggested program" is generally a bit complex in form. It frequently informally predicts results. It always describes advantages over other possible programs, and occasionally suggests and documents an alternative program.

One of the reasons we've outlined the presentation's elements is that many times it is useful to analyze even far more informal sales efforts. Look for the elements in your own letters.

On-campus recruiters have traditionally leaned toward campus newspaper ads because they can "see" the product. But many have responded to well-constructed radio pitches. Analyze your current success in this area with the help of the above guideline, perhaps try a firmer approach.

One of the roles of this column is to answer reader questions and investigate areas suggested by readers. If you like some, write to Bob Freedman, our Sales Editor.

—CR

FORMS . . .

(continued from page 8)

If the form is handwritten, and needs carbons, remember that blue carbon will be necessary.

In any paperwork system, it is desirable to design it so that repititious writing is eliminated. This is a consideration in every multiple form system, and requires analysis of the role of each document and the path that it's desired that it take.

Of course, in more formal or more public forms appearance, acceped format, and legal requirements become considerations.

Illustrated are the five forms IBS makes available to its member stations. Covering the gamut of those most frequently needed and used, they provide efficiency, completeness, and uniformity.

—CR

Studiomate . . .

SINCE 1922—The student radio station at St. Lawrence University in Canton, N.Y., may be the oldest college station in the nation. Station WCAD went on the air in May, 1922. KSLU, the successor station, is going strong 45 years later. Judith A. McCuen of DeWitt, N.Y., a sophomore at St. Lawrence, inspects some vintage broadcasting equipment in the University archives.

---

the member stations as well as attempt to recruit other stations into IBS membership. A regional convention may be held in the spring.

One situation which the Regional Director has been investigating may be of interest to IBS stations throughout the nation. This involves a commercial radio sation, in Pullman, Washington, which objected to "unfair competition" on the part of KUGR, an IBS carrier-current station operated by Washington State University in Pullman. The station made two major points. First, that KUGR's signal did not conform to FCC standards and secondly that, through its tax-supported budget, KUGR was able to offer rates that were unreasonably low. (See story in October CR.)

It seems that KPUL, the commercial station, and its predecessors were in extreme financial difficulty and had changed ownership several times because of this. KPUL was concerned enough about this that it wrote not only the school administration but also the state tax unit, the district congressman, and the state governor as well as the FCC. The FCC's reply indicated that they felt KUGR was operating within its technical standards and took a "laissez faire" attitude toward KUGR's rate structure. The result was pretty much a total vindication of both KUGR and similar carrier-current stations. It should be pointed out, however, that KUGR's rate structure was not really helping them very much as the money went into the operating budget for the state of Washington rather than into the radio station's budget. Therefore, it might be wise for stations in this situation to have higher rates if for no other reason than to prevent alienating the campus station from local commercial stations.

DIRECTORS

As we go to press, several regions (including Empire, Capitol) are electing RDs. Until the Master Handbook Supplement gets in the mail, there will be no list of directors, so for the interim we publish this list:

Middle Atlantic:
John L. Lorentz
Radio Station WALI
Adelphi University Radio
Garden City, New York 11530

Great Lakes Region:
Fred Turverey
Manager
Radio Station WSAJ
Grove City College
Grove City, Penna.

New England Region
Robert S. Tarleton
Radio Station WESU
Wesleyan University
Middletown, Conn. 06457

Mountain Region:
Dennis R. Grenemyer
Radio Station KAS
Adams State College
Alamosa, Colo. 81101

Northwest Region:
Lawrence C. Seale
Radio Station KUOI
Student Union Bldg.
University of Idaho
Moscow, Idaho 83843

Midwest:
Roy Ferrantino
Radio Station WPCS
William Penn College
Oskaloosa, Iowa

Pacific Region:
Michael Bloom
Box 11181 UCSB
Santa Barbara, Calif. 93107

NEWS ITEMS

As with all new things, not everyone made the deadline. If there's no news in CR of your region this month, that's no indication that things aren't cooking.

—CR

EDITORIALIZING . . .

(continued from page 6)

POLITICS AND APPLE SAUCE

Broadcast of this editorial by WWDC Vice President Ben Strouse began on January 12, 1966. We welcome comments.

Like women's fashions, styles change in politics. What gets candidates elected one season does not necessarily work the next.

In sprawling suburban Washington the key to success in recent years has been the candidate coffee. Housewives and husbands are herded into some neighbor's house in order to see the bright-faced candidate. He arrives, makes a little speech, invites questions, then dashes on to another gathering. It's all very strenuous.

It's also wasted effort, according to Hal Evry, a Los Angeles public relations man. For ten years Mr. Evry has been electing candidates by hiding them from public view. In place of speeches, Mr. Evry risks everything on a catchy slogan. He got a man elected water commissioner by plugging the slogan: "Three Cheers for Pat Milligan." Milligan made no public appearances, shook no hands, answered no questions, organized no volunteers. But the voters made "Three Cheers Milligan" Water Commissioner.

Before you prospective candidates brush off Mr. Evry's approach as "too corny" for the Washington area, consider this. Four years ago a bunch of candidates were elected in Montgomery on the corny slogan: "County Above Party." And the distinguished Congressman-at-Large in Maryland got tremendous mileage with something called "Nickles for Sickles."

The Evry approach reminds us of something Will Rogers said forty years ago: In the immortal Will's words: "All politics is apple sauce."

Fig. 7-1. One purpose of an editorial is to inform; this editorial tells listeners of the success of corny political campaign slogans.

RED FACES IN ANNAPOLIS

Broadcast of this editorial by WWDC Editorial Director Robert Robinson began on March 30, 1966. We welcome comments.

It really was an embarrassing situation, or so it seemed.

There was the Maryland House of Delegates considering an appropriation of $185-thousand to rent office office in Annapolis. And there was Montgomery Delegate Charles Bresler asking questions.

Was it true, he wanted to know, that the state had already leased the space, even before the Legislature voted the money?

If so, why was it paying five dollars a square foot — a price higher than the rents in Baltimore's most modern skyscraper? And why, Mr. Bresler continued, was the state offering to buy the Annapolis building in five years at a price $215-thousand higher than Bresler believed the property was worth?

To all the queries came a reassuring answer from the Tawes Administration floor leader, as such," he told the House, "is not yet signed."

But a few hours later Delegate Bresler was back on the floor, displaying a photostatic copy of a lease. Seems it had indeed been signed six days earlier by the Governor, the State Comptroller, and the State Treasurer.

Nobody is accusing anybody of wrongdoing in this curious affair. The House of Delegates has been assured the Governor did not know the Annapolis building which the state was in such a hurry to rent on such generous terms belonged to a prominent Maryland Democratic Party fund-raiser, Mr. Victor Frenkil. But surely somebody down the line in the Administration must have known.

As we say, it really is an embarrassing situation. We congratulate Mr. Bresler for being on his toes.

Fig. 7-2. This editorial informs listeners of what appears to be a somewhat suspicious political patronage situation.

Interpretative Editorial: This form usually presents with brevity the facts of a particular event, as in the case of an Informative Editorial, then tells what the station feels is the real, vital and perhaps hidden significance of the event, and what the event will mean in the licensee's opinion. See Figs. 7-3 and 7-4. Such an editorial often offers a conclusion for the listener to consider and may advocate a line of action which the station feels should be taken.

Continued
Next Month

THE URGE TO DEFY

Broadcast of this editorial by WWDC Vice President Ben Strouse began on April 13, 1966. We welcome comments.

The Easter Monday Glen Echo Park rioting fits a continuing pattern of recent years. Young people gather in large numbers, often at resort and amusement areas. The larger the congregation, the lower it's apparent boiling point. Soon the least disciplined, the most unruly are strtetching their luck, testing authority one step further.

Where do you draw the line between the youthful prank and the act of vandalism? Is there a line between slipping on a bus for free and shattering somebody's windshield? At modern day gathering places of the young—whether it be Fort Lauderdale, Florida, Ocean City, Maryland, or Newport, Rhode Island — a few always seem ready to cross the line. When they do, the well-behaved majority loses its stabilizing influence. An urge to defy authority takes over, at least until the crowd is broken up.

This "madness of crowds" produces injury, damage, and loss to innocent bystanders. It becomes vastly more reprehensible when — as in the case of the Easter Monday trouble —it is not spontaneous, but apparently planned by a small minority. No community can be complacent in the face of such a challenge.

Efficient and intelligent police work can minimize the danger. But an aroused public opinion must support the official efforts to keep "the madness of crowds" — whether the crowds be young people or adults — from running amuck.

Fig. 7-3. Editorials interpret facts in the opinion of the writer, as shown here.

DELUSIONS OF PROPAGANDA

Broadcast of this editorial by WWDC Vice President Ben Strouse began on April 6, 1966. We welcome comments.

In athletics, the team that pays too much attenttion to last week's press clippings is ripe to be upset.

In a similar way, nations who take literally their own war propaganda often get deluded. Recent events in South Viet Nam's tangled politics illustrates the analogy.

Here at home we think of our men in South Viet Nam as heroes. Any number of pictures re-enforce that image. In the words of a popular song, we see our GI's as a special breed, dying "for those oppressed." How rude it is to have that image upset by the squalid realities of Vietnamese politics.

It's true that American GI's have not been used to actually fight the Buddhists who are challenging Premier Ky. But American-made guns, airpower and other tools of war have been used to support the wobbly Saigon regime. In short, we're involved in a civil war. America has a tenable position in Viet Nam so long as the people there are trying to win their war against the North. But if the factions in South Viet Nam cannot unite long enough to eliminate the Communist military threat, what is our responsibility?

Our answer to that question ought to reflect the sober realities of Americans.

Fig. 7-4. This interpretative editorial deals with a subject of national importance.

—CR

"The "Editorializing" chapter of the Redio News Handbook will be continued in the February issue of COLLEGE RADIO.

Palmer House . . .

(continued from page 19

Harry Belafonte, Billy De Wolfe, Ted Lewis, George Gobel, Jose Greco, Hildegarde, Marguerite Piazza, Carol Channing, Jimmy Durante, Tony Martin and Maurice Chevalier and a host of other great personalities have carried on the tradition.

It is possible for a guest to live at the Palmer House, and supply his wants — for food, entertainment, clothing — without going beyond the hotel and its shops.

The Palmer House shops, housed on the street arcade and floors directly above, are a story in themselves. In no other hotel are the possibilities for shopping so convenient and so attractive — including every kind of clothing, jewelry, perfumes, candy, art objects, cards, leather goods, flowers, gift items and souvenirs.

Even the pursuit of a "shave and a haircut" is not without its romantic and historical side. The Palmer House barber shop, now with its 28 chairs is still a conversation piece in size. But it remembers the days when patrons stepped on silver dollars embedded in its floors, had their personal mugs and were served by the Palmer House staff of "tonsorial artists."

Yes, today there's roast beef and steaks and Polynesian suckling pig on the menu that once specialized in buffalo meat, grouse and prairie chicken. The major airlines and railroads have offices a few feet from the spot where horse-drawn Concord coaches once deposited guests with a flourish. Guests pick up the telephone in their room to make immediate long distance connections where once they waited an entire day or two for an answer to a long distance message. But even though sweeping skirts no longer brush through its lobby, the Palmer House retains something of an age that bowed over a lady's hand. But for all its more than eighty years' history, the Palmer House, with its mammoth conventions, its thousands of guests passing daily through its doors, takes place among the top hotels of this day, this decade, this century.

—CR

Part of the Palmer House's restaurant facilities.

A popular cafe of the Palmer House.

FCC Action . . .

(continued from page 4)

operating cost $200. Principal: Henry King Stanford, president of university.

Wilkes-Barre, Pa. — King's College. Seeks 88.5 mc, ch. 203, 10 w. Ant. height above average terrain 180 ft. P.O. address 133 North River Street, Wilkes-Barre 18702. Estimated construction cost $9,824; first year operating cost $2,500; revenue none. Principal: Reverend Richard Sullivan, chairman, board of directors et al.

Mansfield, Pa.—Mansfield State College, Mansfield State College Campus Broadcasters. Seeks 89.5 mc, ch. 208. 0.010 kw. Ant. height above terrain minus 320.4 ft. P.O. address: Academy and Elmira Streets, Mansfield 16933. Estimated construction cost $2,226.55; first-year operating cost $800; revenue none. Principals: Fred E. Bryan, M.S.C. president and Bruce Davis, technical advisor.

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FINAL ACTIONS

Joplin, Mo. — Ozark Bible College, Broadcast Bureau granted 91.3 mc. ch. 217, 10 w. Ant. height above ground 83 ft. P.O. address: Don Earl Boatman, 1111 North Main, Joplin 64801. Estimated construction cost $4,918.05; first-year operating cost $1,000; revenue none. Principal: Mr. Boatman is president of college.

RULEMAKING PETITION

KUAC-FM College, Alaska—Requests ch. 284 (104.7 mbz) be assigned to College, Alaska.

CALL LETTER APPLICATION

Wisconsin Station University, Stevens Point, Wis. Requests WSUS-FM.

CALL LETTER ACTIONS

University of Missouri, Columbia, Mo. Granted KBIA-FM.

St. Olaf College, Northfield, Minn. Granted WCAL-FM.

EXISTING FM STATIONS FINAL ACTIONS

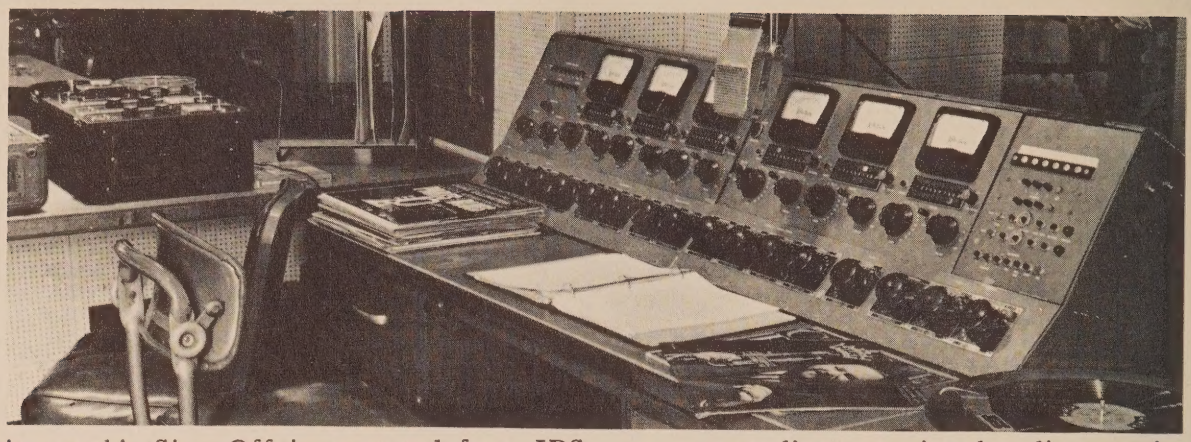
KALX (FM) Berkeley, Calif. — Broadcast Bureau granted license covering new non-commercial educational FM.

KALA (FM) Davenport, Iowa—Broadcast Bureau granted CP to replace expired CP for new noncommercial educational educational FM.

WRVG (FM) Georgetown, Ky. —Broadcast Bureau granted license covering new noncommercial educational FM.

WYSO (FM) Yellow Springs, Ohio — Broadcast Bureau granted license covering change in trans. line and increase in ERP.

SIGN OFF . . .



This month's Sign Off is extracted from IBS President George Eustis' recent letter to one of our larger member stations. Whether your station is large or small, we're sure that you'll find it of interest.

. . . For a list of what IBS has to offer, look at the flip side of the IBS ID cards that were sent to you in September. More detail later.

Relative to advertising, we are not affiliated with the CRC or any other station rep. It is the policy of the Board of Directors to stay out of this part of the business. We got burned in the 40's when members started equating ad. income with IBS membership. What we have done for our members is encourage the start of CRAM, an agency whom we recommend over CRC. CRC has been noted for its poorer performance since 1960 and it's felt they keep the lion's share of the revenues. In a contract we have negotiated with CRAM we have limited them to the "standard" percentage for their fee in return for IBS's endorsement. You have no doubt already received some information about them from them and from us. I understand they already have several contracts.

Another activity of our Sales Office is the setting up of regional sales organizations in active regions. They are also collecting standard data on the college radio market for national and regional sales offices, as well as running the sales consultation service.

Other services offered by IBS include:

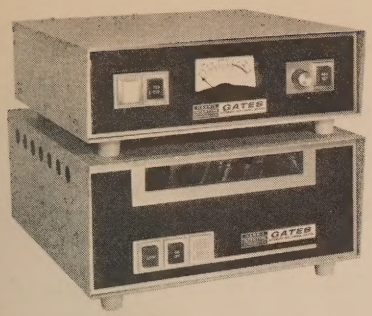
1. College Radio — A 28 page magazine published 6 times a year (the first an Annual) containing news and informative articles pertinent to the industry.
2. Consultation service in all fields of college radio. Would you believe including business? If you have a question or a problem, ask us.
3. FCC Representation — We keep a close watch on what is happening in Washington. We filed a comment on the proposed Educational FM rule making; did you? We told you about it and even got an extension in the filing deadline to give you more time.
4. IBS Forms and Jewelry — For forms see page 9.00 of your Master Handbook. Do your station members have a lapel pin or a tie tack with your stations call letters engraved on it? We are now expanding our jewelry line to include other items also.
5. Iota Beta Sigma — Does your school have a chapter of this fast growing National College Radio honorary?
6. Master Handbook — A 500-page volume containing all kinds of information useful to the college broadcaster. Especially good for staff training. Have you looked at it lately?
7. Program Service — Tape distribution of music and informational programs. Unless you get your free, you cannot beat the price.
8. Summer Placement Service — A survey taken in early spring of commercial broadcasters of their needs for summer and part time help. The results are distributed to all IBS members. This spring the questionairres will be sent to all radio and television stations.
9. Convention — A yearly gathering of college station personnel to discuss their mutual problems. This year to be held in Chicago in conjunction with the NAB Show so you can see the equipment exhibits.

The above are the ten major services that IBS offers. IBS is a Trade Association and is hence no stronger than its members (who now number over 300), over half of all college stations in the country. Large, well run stations don't get that much from their dues, but I am sure that if they look at their operations they can find an area where we can be of help. The above mentioned stations should take a leadership role in the system as is done by our regional director stations and as was done by Wesleyan in assuming our Member Services office.

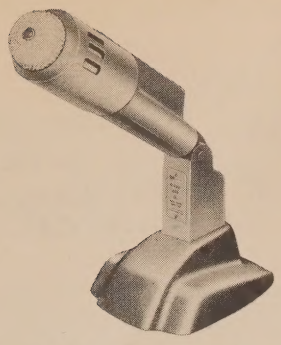
You mentioned that you have made little or no use of our engineering facilities because yours are more advanced. Fine. Why don't you have your Chief Engineer write up the design of your transmitter for publication in College Radio or the Master Handbook. I just had a phone call today from a station looking for a transmitter of this size. A separate article on your transmitter automatic control would also be interesting.

IBS is always interested in new services and new means to better serve our members. But we need your help.

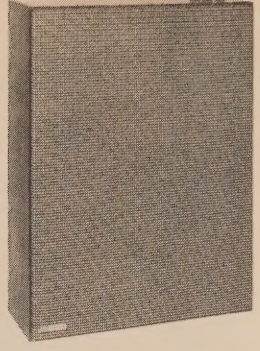
George T. Eustis Jr.



CRITERION TAPE CARTRIDGE SYSTEM. All solid state. Direct capstan drive comparable to finest reel-to-reel machines. Speed accuracy of 0.2%. No tape skewing. Superb fidelity.



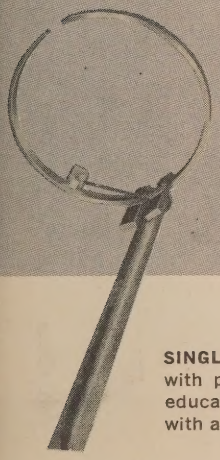
PROFESSIONAL MICROPHONES. Models available with specifications and quality approved by Gates to meet the particular types of service required in studio and remote broadcasting. Model G-300 cardioid shown.



STUDIO SPEAKER/AMPLIFIER SYSTEM. Professional monitoring with solid state amplifier and loudspeakers combined in attractive thin-line walnut cabinet.

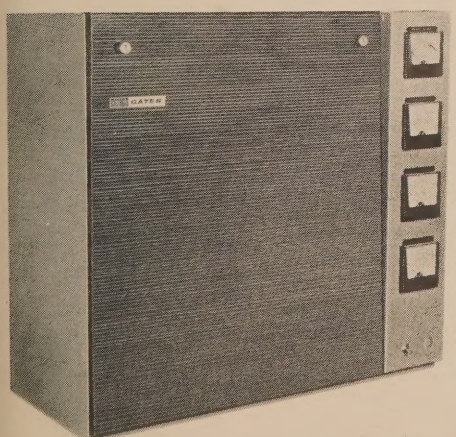
For your every need look to Gates... world leader in radio broadcast equipment

Write for complete information on these Gates products or for other specific equipment and accessories — transmitters, studio consoles and remote amplifiers, tape recorders and remote control units. Or ask for our complete 10-watt educational FM broadcast station proposal.



SINGLE-RING FM ANTENNA. Omni-directional antenna with power gain of 0.8 dB. is designed especially for educational broadcasting, as is the FM-22 two-ring antenna with a power gain of 1.6 dB.

STUDIOETTE FOUR-CHANNEL CONSOLETTE. A single-channel monophonic consolette with 13 inputs into four mixing channels. Attractive, compact. The popular choice of educational broadcasters.



FM TRANSMITTERS. Gates has consistently offered the most complete line of low-powered, wide-band FM transmitters . . . especially designed for educational broadcasting. Featuring direct crystal-controlled cascade modulation. 10-watt BFE-10C, 50-watt BFE-50C and 50-watt BFR-50C.

TRANSCRIPTION EQUIPMENT. Complete 12″ and 16″ transcription systems with famous Gates turntables that achieve new lows in rumble, wow and flutter — without sacrificing quick cue. Have unique inner-hub drive, smooth-as-silk speed change. Walnut formica cabinets.

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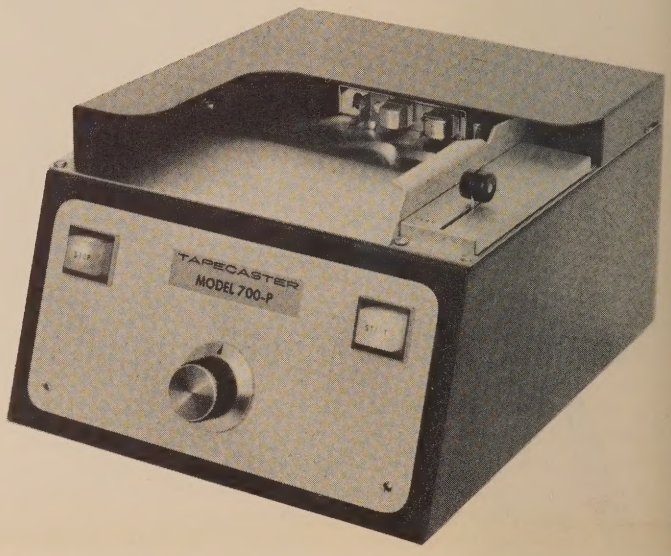

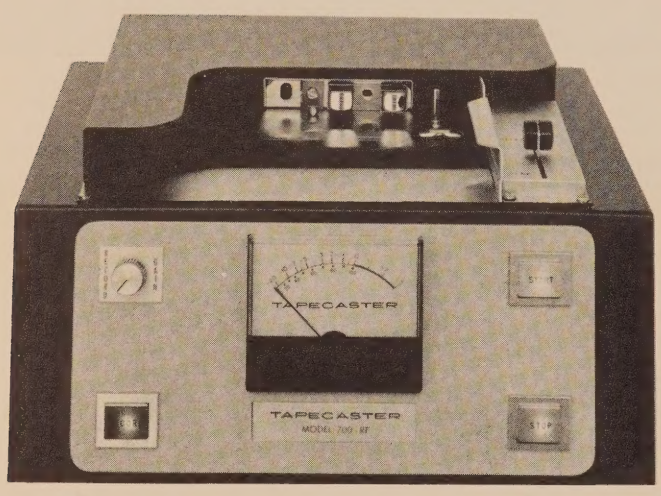

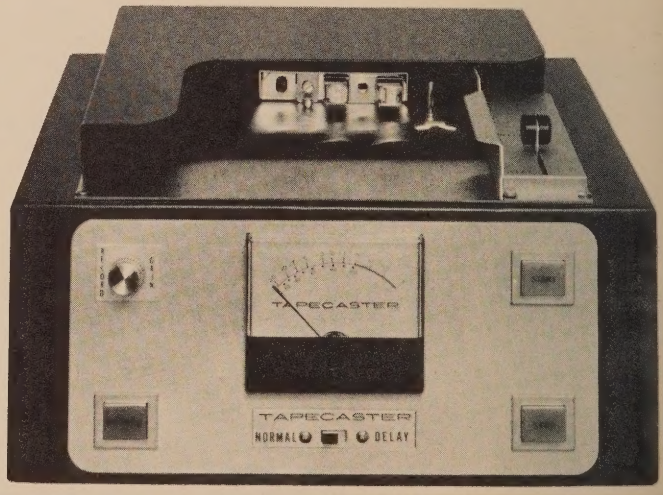

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